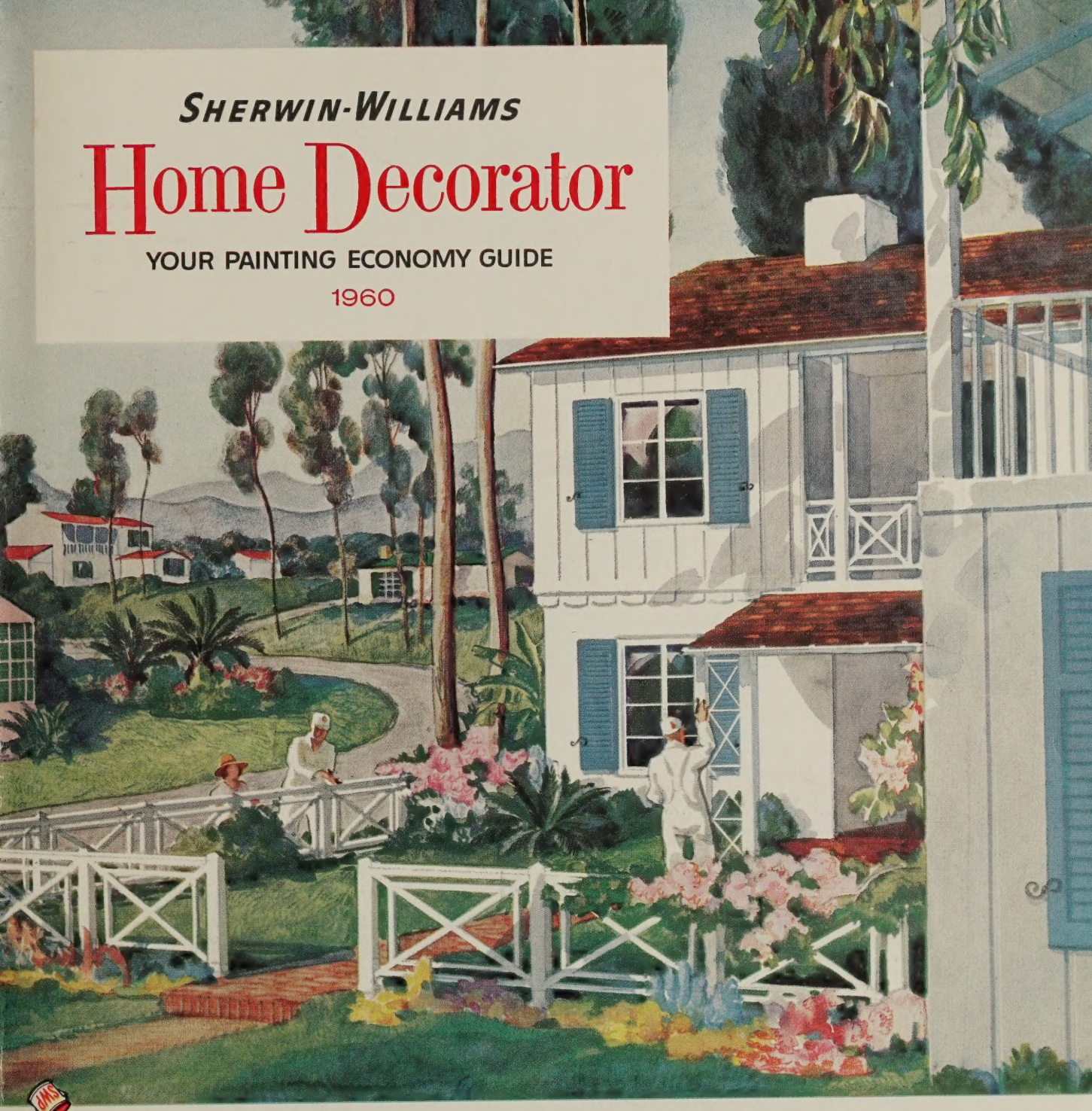
SHERWIN-WILLIAMS

Home Decorator

YOUR PAINTING ECONOMY GUIDE

1960



Helpful ideas on Paint and Color from your Sherwin-Williams Dealer

COVER THE EARTH

VOLINIA GENERAL STORE

Ed. and Vesta McDaniel

Volinia, Mich. **Phone: Dowagiac ST 2-6297**

Note how the painted walls and woodwork make a charming background for all the furnishings. Painted areas like these influence the beauty of a room more than anything else, yet they are the easiest and least expensive to do.

Copyrighted 1960 The Sherwin-Williams Co., Cleveland 1, Ohio

WALLS: Super Kem-Tone Lemon Ice
CEILING: Super Kem-Tone Ceiling Flat White
FIREPLACE BRICK: Super Kem-Tone Silverthorne Gray
WOODWORK: Kem-Glo Lemon Ice and Canyon Rose
FURNITURE: Thomasville Chair Company, Thomasville, N.C.
WINDOW FRAME: SWP Gloss Chardon Blue
PATIO: Birmingham Ornamental Iron Co., Inc., Birmingham, Ala.

Welcome...

TO TODAY'S WORLD OF COLOR

The pages of this book were designed to give you suggestions, ideas and help in choosing the colors and types of paint you'll want to bring you luxurious decoration at a cost *everyone* can afford.

Sherwin-Williams provides you the ultimate in quality paints. With them it's easy for you to bring refreshing new beauty to your home.

So—welcome to the magic land of color. Browse and read and plan. Then come in and see us. With our famous Sherwin-Williams paints you can translate your dreams into colorful reality!

SWP
COVER THE EARTH

This famous trade-mark is your assurance of highest quality paints.

LUXURIOUS DECORATION

. . . money can't buy a more beautiful wall paint than Super® Kem-Tone

Super Kem-Tone is certainly the paint *you* should choose to beautify your walls. You can do the average room for less than $15—paint cost. That's a small price to pay for the pleasure, satisfaction and new beauty Super Kem-Tone will bring to your home!

Anyone can do a perfect painting job with Super Kem-Tone because it goes on so easily and quickly. It leaves no lap marks, no brush marks. One coat usually covers any interior wall surface.

Super Kem-Tone is amazingly durable. It's child-proof, rumpus-proof . . . stays beautiful until you want to change colors. And it's *guaranteed washable* or your money back!

What's more, Super Kem-Tone is fast! Most folks finish up an average room in a few hours. In twenty minutes, walls are dry. You can paint in the morning . . . show off your luxurious new room to friends the same night!

It's super-easy to clean up after painting with Super Kem-Tone. Rollers, brushes, spatters wash clean with soap and warm water in seconds. No special paint cleaners needed.

What about colors? Such beautiful, such modern colors—so many choices! And you can choose with the assurance of an interior decorator, with the help of the Super Kem-Tone Color Harmony Guide, which shows you how to select colors . . . and combinations of colors that suit you best! (We'll lend you this wonderful decorating aid . . . It's a free service of our store!)

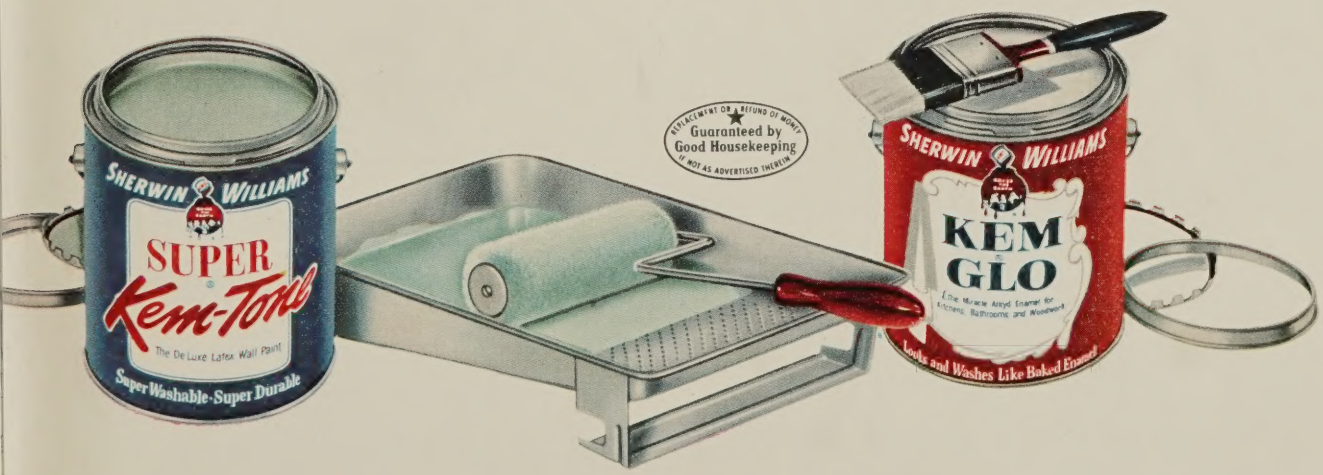
EVERYONE CAN AFFORD

... use KEM-GLO® Alkyd Enamel for the final touch of luxurious beauty!

On your woodwork, Kem-Glo is the perfect complement to your Super Kem-Tone walls. It is color-matched to Super Kem-Tone and looks and washes like baked enamel. It brushes or rolls on easily. No undercoater needed. Dries quickly, to a smooth, lustrous finish, or a velvety flat . . . whichever you prefer.

Use Kem-Glo for finest woodwork and for kitchen and bathroom walls. Then, you'll know that you have the finest enamel finish that money can buy. And it's so durable! Direct sunlight won't fade it . . . heat won't harm it. It's *tough!* Beverage, cosmetic and cooking stains wash right off.

Super Kem-Tone and Kem-Glo are the interior paints for perfect decorating—products you can depend on—products bearing the famous trade-mark of Sherwin-Williams. Use them every time . . . for luxurious decoration!



How to select colors that harmonize...

...AND ALWAYS BE RIGHT!

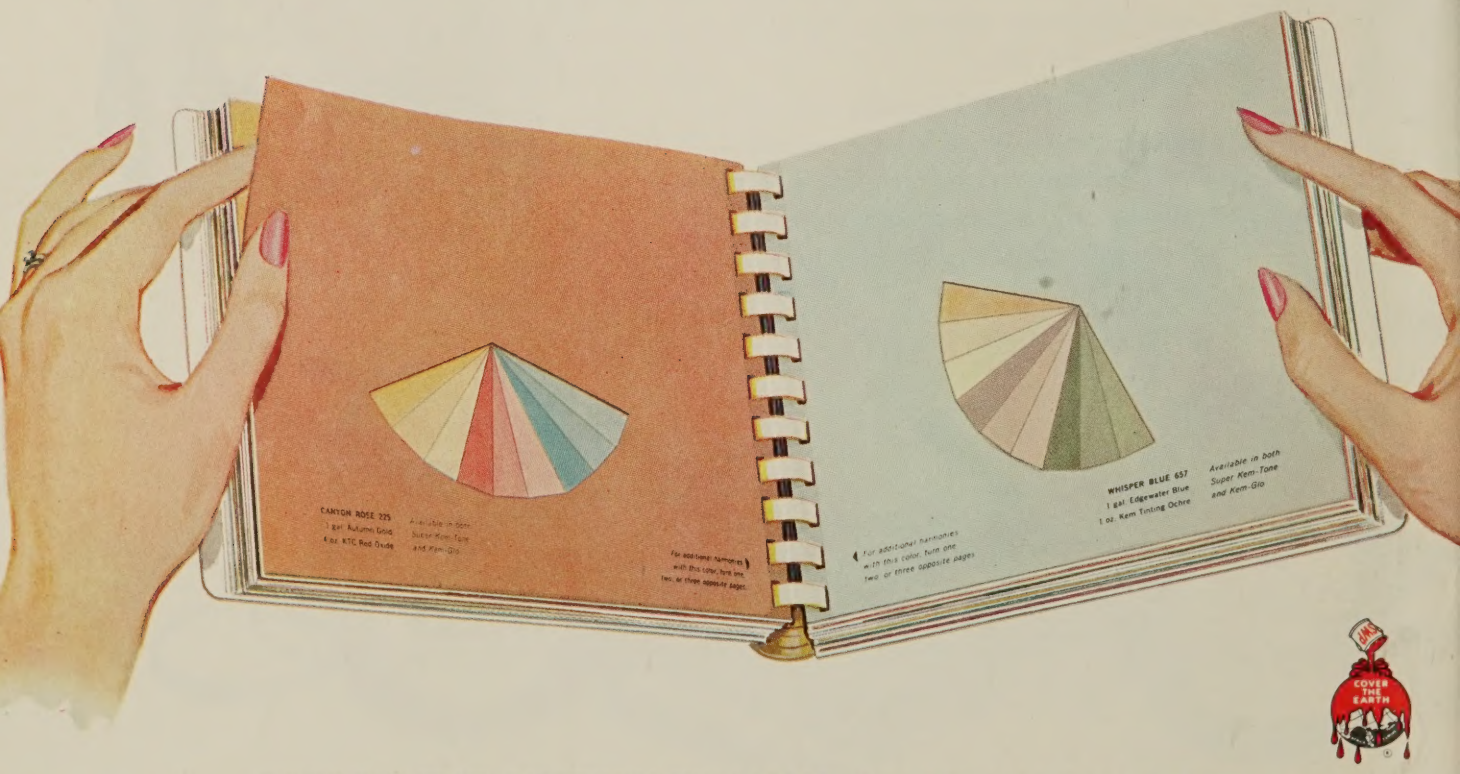
Every bit of guesswork and uncertainty is eliminated with this wonderful Color Harmony Guide.

It contains over 1500 color combinations... decorator-approved for harmony and beauty. There's page after page of "color symphonies" that can add luxury, interest and imagination to any room in your home.

You'll find answers to questions like these: Which new wall colors will harmonize best with my present furnishings? Can I use different colors throughout my home and know that each room will complement the others? What colors should I use for accents?

Before you do any painting or decorating simply borrow this fascinating book from our store. You'll be delighted with the decorating information it gives you!

And remember . . . any combination you choose can be surely, quickly and easily matched in both Super Kem-Tone Wall Paint and Kem-Glo Enamel.



BORROW THE SHERWIN-WILLIAMS COLOR HARMONY GUIDE

..IT'S A FREE SERVICE OF OUR STORE!

WALLS: Super Kem-Tone Canyon Rose and Autumn Gold
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Canyon Rose and Autumn Gold
FURNITURE: Drexel Furniture Company, Drexel, N. C.

WALLS: Super Kem-Tone Whisper Blue
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Stay White
FURNITURE: Globe Furniture Co., High Point, N. C.

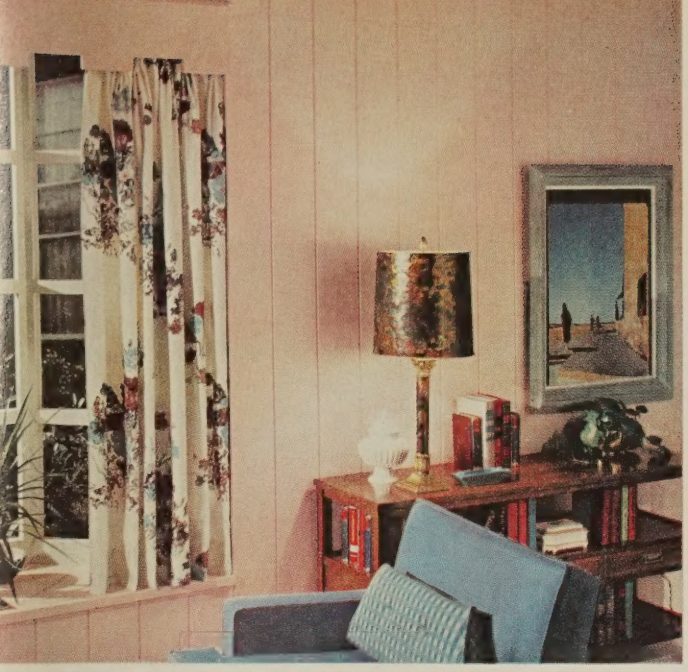
Add so much beauty...

WHILE YOU PLEASE YOUR SENSE OF THRIFT!

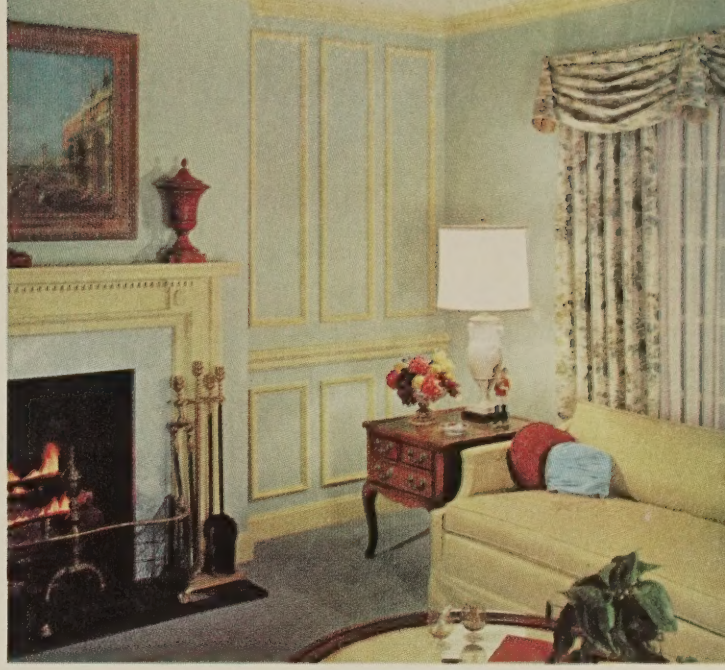
Furniture, pictures, draperies that you take for granted . . . suddenly gain sparkling new interest, when lovely Super Kem-Tone Wall Paint Colors are their background.

It's almost like moving into a new home . . . yet the cost is surprisingly low.

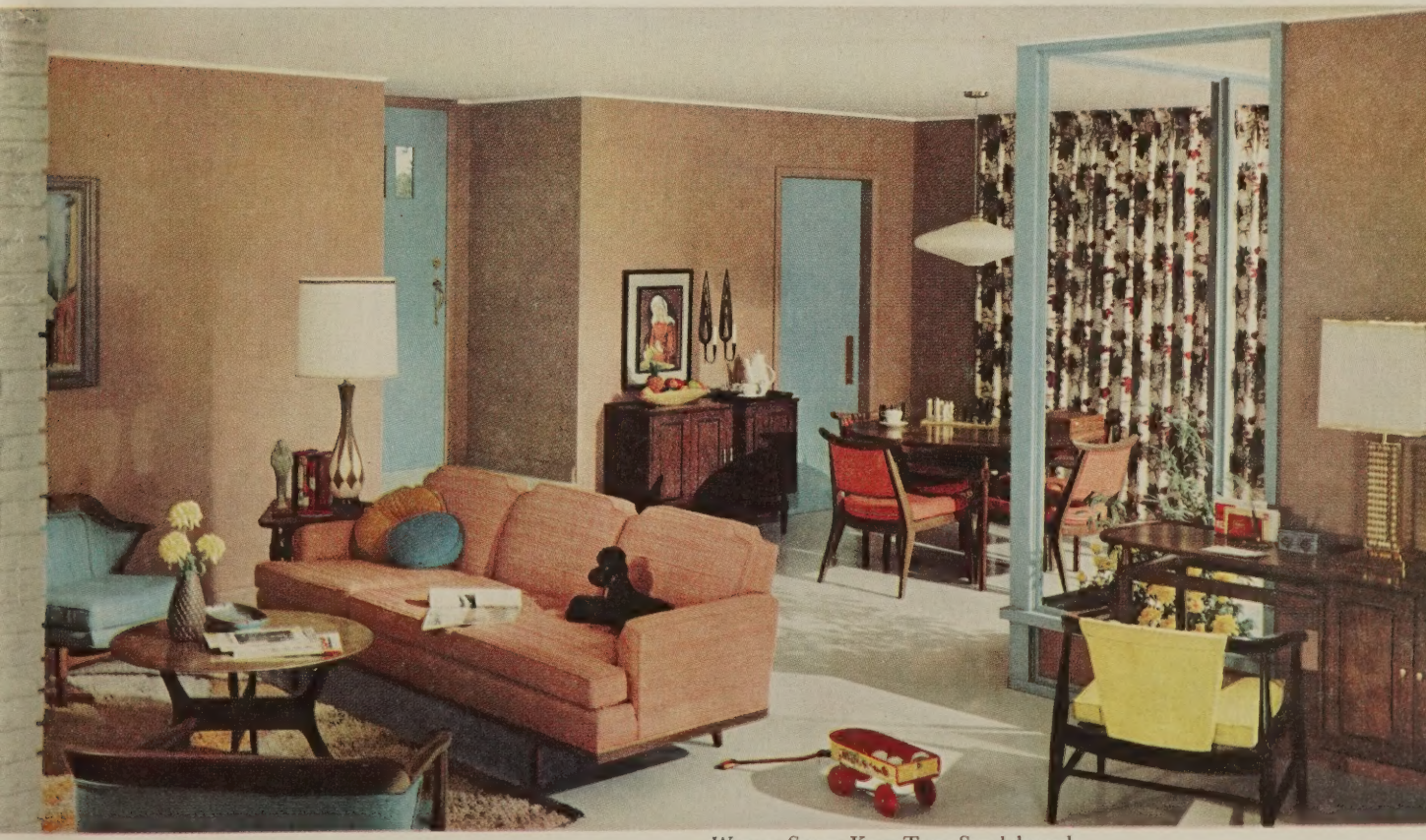
What is your investment? Look at it this way. The walls of an average room require a gallon or less of Super Kem-Tone. A quart of Kem-Glo Enamel is usually enough for the woodwork. And *nothing else you can do* costs so little—gives you such a bargain in room beauty!



WALL PANELING: Super Kem-Tone Taupe
CEILING: Super Kem-Tone Gardenia
WOODWORK: Kem-Glo Taupe and Gardenia
FURNITURE: B. P. John Furniture Corp., Portland, Ore.
Table, Imperial Furniture Co., Grand Rapids, Mich.

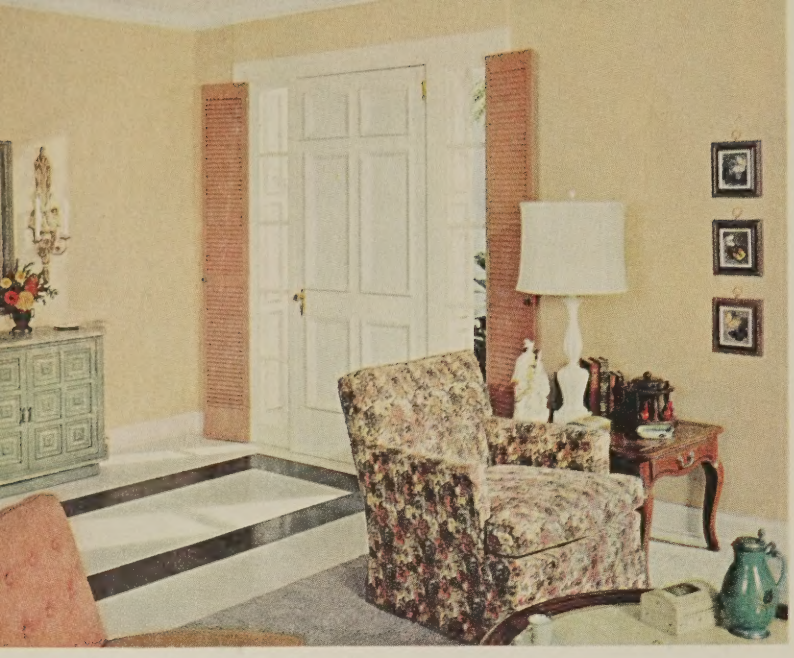


WALLS: Super Kem-Tone Ocean Green and Lemon Ice
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Lemon Ice
FURNITURE: Heritage Furniture, Inc., High Point, N.C.



WALLS: Super Kem-Tone Lorikeet Blue
CEILING: Super Kem-Tone Gardenia
WOODWORK: Kem-Glo Stay White and Lorikeet Blue
FURNITURE: Heritage Furniture, Inc., High Point, N.C.

WALLS: Super Kem-Tone Sandalwood
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Sandalwood and Antwerp Blue
FURNITURE: Globe Furniture Co., High Point, N.C.



WALLS THAT *Look like a "million"...* COST SO LITTLE TO DO

WALLS: Super Kem-Tone Mango
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Stay White and Canyon Rose
FURNITURE: Upholstered—Drexel Furniture Co., Drexel, N. C.
Tables—Heritage Furniture, Inc., High Point, N. C.

WALLS AND CEILING: Super Kem-Tone Shasta White
SIDE WALL: Super Kem-Tone Sherwood Green
WOODWORK: Kem-Glo Sherwood Green
FURNITURE: Thomasville Chair Co., Thomasville, N. C.

WALLS: Super Kem-Tone Canyon Rose
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Canyon Rose, Delft Blue and Stay White
FURNITURE: Thomasville Chair Co., Thomasville, N. C.

WALLS: Super Kem-Tone Rhapsody Blue
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Rhapsody Blue and Coral Beige
FURNITURE: Heritage Furniture, Inc., High Point, N. C.

WALLS: Super Kem-Tone Caprice Yellow and Canyon Rose
WOODWORK: Kem-Glo Caprice Yellow and Canyon Rose
FURNITURE: Globe Furniture Company, High Point, N. C.

You can do wonders for your home...with Super Kem-Tone and Kem-Glo

WALLS: Super Kem-Tone Green Gold
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Deep Turquoise and Green Gold
OUTSIDE TRIM: SWP Gloss Georgetown Blue
FURNITURE: Birmingham Ornamental Iron Co., Inc., Birmingham, Ala.

Walls and Ceiling:
Super Kem-Tone Pumpkin and Shasta White
Woodwork: Kem-Glo Pumpkin and Stay White
Furniture: Drexel Furniture Co., Drexel, N.C.

Walls: Super Kem-Tone Sherwood Green
Ceiling: Super Kem-Tone Ceiling Flat White
Woodwork: Kem-Glo Stay White
Furniture: Hy-Lan Furniture Co., Inc., Hickory, N.C.

Walls and Ceiling: Super Kem-Tone Powder Blue
Woodwork: Kem-Glo Light Turquoise and Stay White
Furniture: B. P. John Furniture Corp., Portland, Ore.

Yes, Super Kem-Tone and Kem-Glo Colors can help you relax!

WALLS: Super Kem-Tone Linden Green
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Stay White
FURNITURE: Upholstered—Heritage Furniture, Inc., High Point, N.C.
Case Goods—Drexel Furniture Co., Drexel, N.C.

WALLS: Super Kem-Tone Indian Rose
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Bampton Gray and Indian Rose
FURNITURE: Drexel Furniture Company, Drexel, N. C.

WALLS: Super Kem-Tone Sunbeam Yellow
CEILING: Super Kem-Tone Gardenia
WOODWORK: Kem-Glo Sunbeam Yellow
FURNITURE: Thomasville Chair Co., Thomasville, N. C.

WALLS: Super Kem-Tone Light Caprice
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Light Caprice
FURNITURE: Thomasville Chair Company, Thomasville, N.C.

Wall beauty

THAT'S SO EASY TO PUT ON . . . SO EASY TO CARE FOR!

WALL: Super Kem-Tone Deep Turquoise
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Stay White, Radiant Lilac and Deep Turquoise
FURNITURE: Heritage Furniture, Inc., High Point, N.C.

Walls: Super Kem-Tone Radiant Lilac and Shasta White
Ceiling: Super Kem-Tone Shasta White
Woodwork: Kem-Glo Stay White and Radiant Lilac
Furniture: Drexel Furniture Company, Drexel, N.C.

Wall: Super Kem-Tone Cordova Brown and Flamingo
Ceiling: Super Kem-Tone Ceiling Flat White
Back Wall: Kem-Glo Flamingo
Woodwork: Kem-Glo Cordova Brown, Flamingo and Rhapsody Blue
Furniture: Imperial Furniture Company, Grand Rapids, Mich.

Walls: Super Kem-Tone Appleblossom
Ceiling: Super Kem-Tone Ceiling Flat White
Woodwork: Kem-Glo Appleblossom
Furniture: Thomasville Chair Company, Thomasville, N.C.

For children's rooms

YOU NEED RUMPUS-PROOF FINISHES

Durability—that's number one word in finishes for children's rooms. A finish that's proof against scuffs and cuffs and general abuse—comes up looking fresh and new in spite of it all!

Washability—that's number two word! And both Super Kem-Tone Wall Paint and Kem-Glo Enamel are washable with simple soap or detergent and water. Fingermarks, crayon streaks—whatever smudges the ingenuity of children can create—the washability of these perfect paints can eliminate quickly and easily.

No paint odor—*no fumes.* Paint the child's room in the morning—it's back in use that night. Let your children live with and enjoy the magic of color!

WALLS: Super Kem-Tone Aster Blue
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Bluebell and Stay White
FLOOR: Armstrong Cork Co., Lancaster, Pa

WALLS: Super Kem-Tone Valley Green
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Valley Green

WALLS: Super Kem-Tone Sunbeam Yellow
CEILING: Super Kem-Tone Gardenia
WOODWORK: Kem-Glo Pumpkin

WALLS: Super Kem-Tone Appleblossom
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Bluebell, Appleblossom and Stay White
FURNITURE: Lullabye Furniture Corp., Stevens Point, Wisconsin
FLOOR: Armstrong Cork Co., Lancaster, Pa.

WALLS: Super Kem-Tone Crystal Green
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Crystal Green and Pottery Blue
FURNITURE: Lullabye Furniture Corp., Stevens Point, Wisconsin
FLOOR: Armstrong Cork Co., Lancaster, Pa.

WALLS:
Super Kem-Tone Green Gold and Shasta White
CEILING: Super Kem-Tone Ceiling Flat White

WOODWORK:
Kem-Glo Green Gold, Flamingo, Pottery Blue and Stay White
FLOOR LINOLEUM: Armstrong Cork Co., Lancaster, Pa.

Carefree beauty for bathrooms

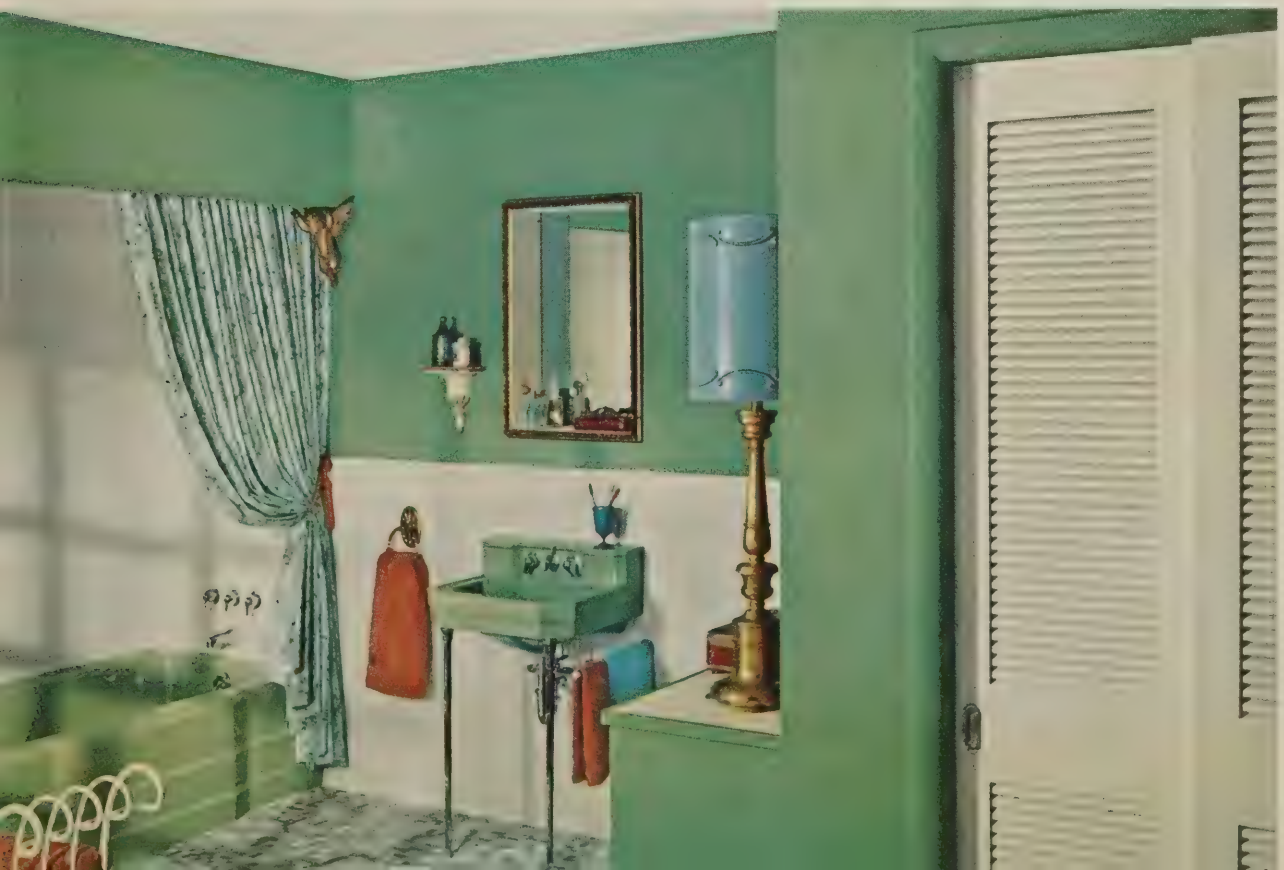
Sherwin-Williams Kem-Glo Enamel is the ideal finish for bathroom walls and woodwork. Cosmetics, medicines, soap and steam will not harm its exquisite finish. Kem-Glo looks and washes like baked enamel.

WALLS: Kem-Glo Clearwater Blue
WOODWORK: Kem-Glo Forsythia and Mauve
CEILING: Kem-Glo Stay White

WALLS AND WOODWORK: Kem-Glo Forsythia
DOOR: Kem-Glo Carnival Pink and Cordova Brown
CEILING: Kem-Glo Stay White

WALLS AND WOODWORK: Kem-Glo Carousel Pink
VANITY: Kem-Glo Lilac and Stay White
CEILING: Kem-Glo Stay White

WALLS AND WOODWORK: Kem-Glo Sherwood Green
CEILING AND WOODWORK: Kem-Glo Gardenia



Have a beautiful kitchen . . . that's easy to keep clean.

WALLS: Kitchen—Kem-Glo Stay White
Dining Room—Super Kem-Tone Forsythia
WOODWORK: Kem-Glo Flamingo and Stay White
FURNITURE: Dining area—Drexel Furniture Co., Drexel, N.C.

WALLS: Kem-Glo Golden Yellow
CEILING: Kem-Glo Stay White
WOODWORK AND CABINETS:
Kem-Glo Canyon Rose and Golden Yellow
FLOOR: Armstrong Cork Co., Lancaster, Pa.

WALLS & CEILING: Kem-Glo Driftwood White
CABINETS: Kem-Glo Lorikeet Blue
CHIMNEY: Kem-Glo Carnival Pink
FLOOR: Armstrong Cork Co., Lancaster, Pa.

Walls: Kem-Glo Light Caprice
Ceiling: Kem-Glo Stay White
Woodwork and Cabinets:
Kem-Glo Mint and Light Caprice

Walls: Kem-Glo Cordova Brown
Cabinets: Kem-Glo Bluebell
Ceiling: Kem-Glo Stay White

Walls: Kem-Glo Granada Gold
Ceiling: Kem-Glo Stay White
Woodwork and Cabinets:
Kem-Glo Granada Gold and Smoke Gray
Floor: Armstrong Cork Co., Lancaster, Pa.

Simple Tips FOR QUICKER

PREPARING THE SURFACE

Be sure it's clean. Wash glossy surfaces with a good cleaner. Let dry. Wipe off dust from wallpaper. Use Super Kem-Tone to paste down loose wallpaper edges. Repair cracks with Kem® Plastic Patch.

Fill holes in wall with Kem Plastic Patch. Smooth off chipped paint and marred areas with sandpaper. Remember, paint won't hide holes or other surface imperfections—it may, in fact, emphasize them.

Previously painted glossy surfaces should be lightly sanded to remove gloss. Wipe off with a cloth to remove dust. Then you are sure of a really tight bond between the old surface and the new enamel.

PAINTING WALLS AND CEILING

First, paint a narrow strip as far as you can reach at corners and woodwork with a Sherwin-Williams trim brush. Then, complete the painting with a Sherwin-Williams Roller-Koater® or Wall Brush.

Start Roller-Koater in shallow end of tray. Roll it back and forth into tray. Now you're ready to "roll."

Always start in a corner. Roll or brush ceiling the short way of the room. Walls from top to bottom. Roll three strips as far as you can reach, each slightly over-lapping. Smooth out by lightly cross-rolling.

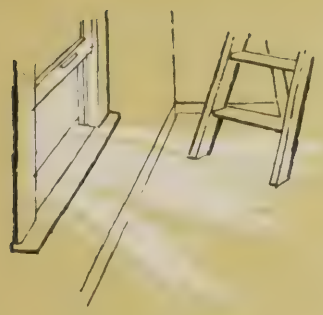
ENAMELING CABINETS & WOODWORK

Enamel toward the edges of the surface. When two or three feet of surface have been enameled, cross-brush lightly . . . then level off lengthwise. This assures a uniform coat of enamel . . . free of "sags."

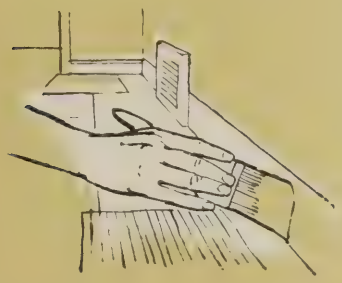
Wipe up spatters as you go along. For Kem-Glo, use a cloth moistened with turpentine or Sherwin-Williams Exolvent®. For Super Kem-Tone, use a cloth dampened with water.

Clean Kem-Glo painting tools in Kem Paint Brush and Roller Cleaner and then rinse in cool water. Clean Super Kem-Tone Brush, Roller-Koater and Tray with warm, soapy water. Rinse in cool water.

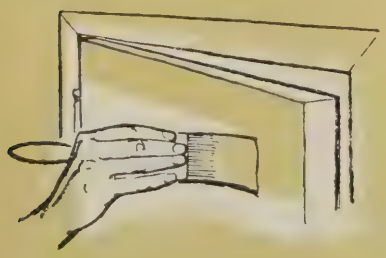
AND BETTER INTERIOR PAINTING



Provide proper ventilation. Weather permitting, raise windows to hasten drying and air out the room. Room temperature should be 60 to 70 degrees.

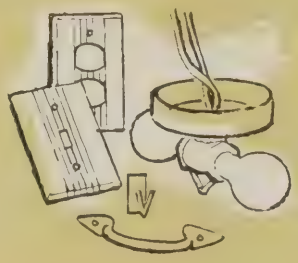


Baseboards—brush on enamel lengthwise of the baseboard, starting at the bottom. Use a 2½" brush.



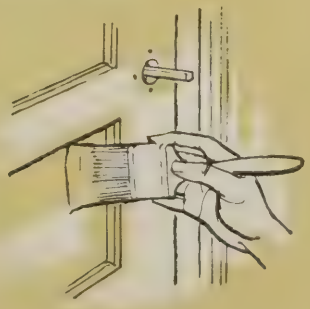
Flush Doors—start at top and enamel a strip eighteen inches deep, the width of the door, brushing vertically. Next, cross-brush lightly without refilling brush. Continue this procedure until one side of door is completed. Then do other side and edges last.

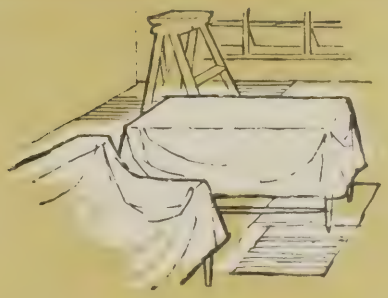
Remove all hardware from walls and woodwork, such as picture hangers, light switch plates, and door hardware. Don't forget to loosen ceiling fixture plate.



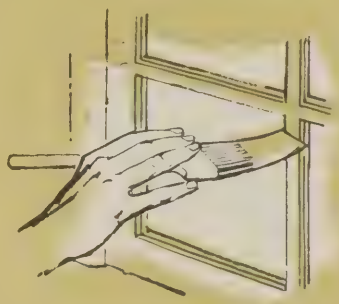
Stir paint thoroughly. Use a flat piece of wood at least an inch wide.
Have enough of the color desired to do the entire job. If you see you are going to run short of paint, finish off the job to a corner, obtain additional paint, and after mixing with the remaining color, complete your job.

Panel Doors—use 2½" trim brush. Enamel moulding of panel, then the panel. Finish all the panels. Next, paint the horizontal rails, starting at the top, then the vertical stiles. The door edges come last.

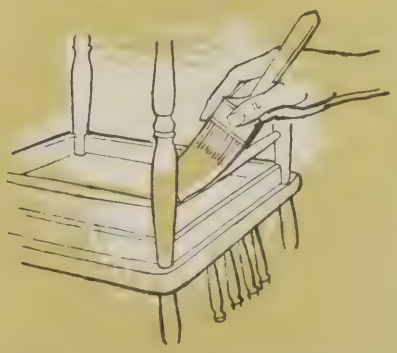




Cover all furniture and rugs with drop cloths or newspapers.
Before you start to paint, take down curtains and drapes.



Windows—Use sash brush. Do narrow pane dividers first, followed by the wider crossrails and vertical stiles. Do the casing, sash and trim last. Move sash before completely dry, to prevent sticking.



Furniture, Chairs—and similar items should be carefully washed and then wiped with cloth dampened in S-W Exolvent or turpentine to remove all wax and grease. Turn upside down and finish under areas first. Turn upright and finish chair from bottom up. If chair has a separate seat on it, take off before enameling.

How to save money...

WHEN PAINTING THE EXTERIOR OF YOUR HOUSE

If you are a homeowner, you can save hundreds of dollars in house painting costs over a period of years. It will take you only a few minutes to find out how.

Throughout this great country of ours, there are literally hundreds of different brands of house paint offered for sale. Can it be possible that there is one house paint in this extensive group of brands which out-wears and out-protects all others?

If there is, it is quite obvious that this one particular brand is your "best buy."

Finding out which brand of house paint this is and ensuring the fact that it is applied to the exterior surfaces of your home properly can truly save you hundreds of dollars in repainting costs over a period of years.

5 FACTS YOU SHOULD KNOW

1. Many people who are uninformed believe that the selection of the "right" brand of house paint is unimportant. To them "paint is paint" just the same as "salt is salt" and "sugar is sugar." This is not so.

2. People who are uninformed do *not* realize that $5.00, $6.00 or even $20.00 "saved" on lower priced house paint for their home can result in hundreds of dollars loss in needless repainting expense.

3. It costs just as much (if not more) to apply a lower grade house paint than the world's top quality.

4. The way to save the greatest amount of money when painting your home is to buy (or specify) the house paint that will last the longest possible time. Fortunately for you, *there is* such a paint.

5. The house paint that *lasts* the longest possible time is also always the one that looks the best for the longest possible time.

TEST OF YEARS REVEALS THE TRUTH ABOUT HOUSE PAINTING

Since you are desirous of saving money when painting your home, (and who isn't?) there are certain truths you should bear in mind at all times.

First, remember that the average thickness of one coat of house paint is 2/1000ths of an inch.

It is this membrane of minute thickness that you are depending upon to protect the exterior surface of your home against warping and decay under extreme conditions of sun-heat, driving rain and freezing. Just "any kind" of house paint will not suffice. The finest that science can produce is none too good.

We live in an age of chemistry. The truly modern house paint of today is a chemically compounded formulation—not the pail and paddle mix of our grandfather's time. This is the reason why the top quality house paint of today out-performs any house paint hitherto known.

THE HIDDEN INGREDIENT

Now, one of the "catches" in the house paint situation is that a painter can brush out half a dozen different brands of house paint, side by side, and when they are dry, there may be little discernible difference between any of them.

The illusion is that one is about as good as another—at the moment. The painter (who is not a chemical engineer) can only judge the paints as he sees them at the time of application—each one looking quite presentable.

But what takes place under weather exposure of these same different brands of house paint after a period of months and years is an entirely different story. The all-important consideration which is never evident in the initial "brush out" of the house paint, is the extent of its built-in durability. This is the "hidden ingredient."

WHICH BRAND TO USE

"Well," you ask, "how can I, as a homeowner, determine which brand of house paint is the one brand that will give me the greatest satisfaction over a period of years?"

Continued on page 28

Body: SWP Gloss Radiant Pink
Trim: SWP Gloss Trim and Tinting White

Body: SWP Gloss Plymouth Green
Trim: SWP Gloss Solfast Red and Trim and Tinting White

Body: SWP Gloss White • Trim: SWP Gloss Pocono Blue

Photo—courtesy: National Homes Corp.

The only answer that we can suggest is, "If The Sherwin-Williams Co., the world's *largest* manufacturer of paints can't supply you with the *most* durable house paint, to whom would you expect to turn."

The Sherwin-Williams Co. was the world's *first* manufacturer of quality prepared paints. House paint of its manufacture has been applied on more homes and buildings throughout the world than any other brand. Its use by generations has been the confirmation of satisfaction of SWP House Paint. Yet, today, the new and improved SWP out-performs anything hitherto known.

So, borrowing a quotation from a great American chemical house, "The priceless ingredient of every product in the market place is the Honor and Integrity of him who makes it. Consider his name before you buy."

To the best of our knowledge, Sherwin-Williams is the only paint manufacturer in the United States who has a special House Paint Research Division, exclusively concentrated on the objective of house paint improvement. In the course of its research work, this laboratory has examined hundreds of competitive house paint brands, employing extensive weather exposure tests over a period of years. Under these exacting tests, the superior quality and performance of SWP House Paint has been confirmed and re-confirmed.

HOW MONEY IS SAVED

Now, we are ready to consider the factors that lead to the saving of money on exterior house painting over a period of years.

BODY: SWP Gloss Fruitwood
TRIM: SWP Gloss Roanoke Green and Trim and Tinting White

The findings of Sherwin-Williams House Paint Technicians is that many brands of so-called "quality" house paints start to break down after two years of exposure. After three years of exposure, most of these brands no longer are serving the important function of protecting the surface, due to film disintegration.

In most instances, these paints are no longer effective and are unattractive in appearance as well. Simultaneous examination of SWP House Paint applied on the *same* panels has confirmed the integrity of film conditions and attractiveness of appearance. Five to six years of service is considered normal performance for beauty and protection when SWP House Paint is applied in accordance with standard directions.

So, the "arithmetic" of house painting economy becomes rather simple in terms of "cost per year" on the exterior painting of your home.

APPLYING THE PAINT YOURSELF

If you plan to buy and apply the house paint on your home yourself, use this test:

1. Estimate the total gallons of house paint required.

2. Multiply the price you have to pay for SWP per gallon by the number of gallons. Then divide this figure by 5. This will give you the *average cost per year* of the paint over a five year period.

3. Follow this same procedure in determining the cost per year of the competitive paint you might be considering. The only safe "rule of thumb" procedure is to divide the total cost of this competitive paint by 3 in order to determine the probable cost per year of the service to be expected from that particular brand.

You will find, of course, that from the standpoint of money-saving, this calculation will definitely prove the economy of selecting and using SWP House Paint. So, quite naturally, your reaction could be, "Whoa! Not so fast, what kind of a gullible consuming public do you people think you are trying to convince?"

CONFIDENCE IN THE NAME

Frankly, we wouldn't blame you a bit if you haven't had experience with Sherwin-Williams and paints of our manufacture. So, we have to depend to a certain degree on the confidence that the Sherwin-Williams name and registered trade-mark inspires in the average consumer.

To be realistic about painting your home yourself, let us say that there is a certain sense of pleasure and achievement in turning out a good-looking job. How-

ever, if the beauty and durability of that job lasts just three years, instead of five or six, you can be sure that there is no pleasant thrill resulting from this realization.

CONTRACTING WITH A PAINTER

The same element of economy becomes even more apparent dollar-wise if you plan to contract with a painter to paint the exterior of your home.

Bear in mind that the painting contractor is in business for a livelihood. His experience and his skill are reassuring to any homeowner. Employing his professional services inevitably results in getting the job completed faster and many people are more than glad to pay for these factors of convenience and confidence.

There are more painting contractors who regularly prefer to use SWP House Paint than any other single competitive brand. But there are also some painters who use and recommend brands of house paint other than SWP.

Let it be said on behalf of these craftsmen that they generally are most sincere in their beliefs of the superiority of the brand they endorse. But you should remind yourself that there is a wide difference between the chemical knowledge of a craftsman and the specialized knowledge of modern day paint research chemists. So play safe: insist that SWP House Paint be used on your home.

Here is an example for an average house that shows savings of hundreds of dollars over the years in house painting costs, when you use SWP House Paint that lasts 5 years or more as compared to house paints that last only 3 years.

EXAMPLE:
Paint costs, including labor... $600.00

	SWP	OTHER BRANDS
1st yr.	$120	$200
2nd yr.	120	200
3rd yr.	120	200
4th yr.	120	200
5th yr.	120	200

Notice the saving of $80.00 per year when you use SWP because at the end of 3 years you must repaint when other brands are used.

It's just common sense that you specify SWP House Paint for your home

Stucco Body: Loxon Mayfair Brown
Trim: SWP Gloss Trim and Tinting White

Above—Body: SWP Gloss White
Trim: SWP Gloss Chelsea Gray

Body: SWP Flat Flight Gray
Trim: SWP Gloss Trim and Tinting White and Berkeley Yellow

If your house is built of wood

USE *SHERWIN-WILLIAMS*

SWP GLOSS HOUSE PAINT

Over the years, more homes have been painted and repainted with SWP Gloss House Paint than any other brand

GIVE YOUR WOOD HOUSE THE EXTRA BENEFITS OF SWP

- The colors hold their beauty longer.
- Whites that really stay white.
- SWP covers 550 square feet per gallon and with just the right thickness of film for the best protection.
- SWP is easier to apply.
- Don't be fooled—ordinary house paint is the most expensive you can buy.
- SWP gives you more beauty—complete protection—longer life—for the least money.
- It's the finest house paint money can buy for wood surfaces.

There are many different types, grades and varieties of wood used for the exteriors of houses. For instance, new wood that has never been painted requires a different treatment than previously painted wood.

For the first coat, SWP Exterior Undercoater No. 450 should always be used. It penetrates the surface and provides a good, tight anchorage for the finish coat. Covers 450 square feet per gallon.

For the complete white house use SWP Gloss White. It stays white over the years and covers 500–550 square feet per gallon.

On houses previously painted white or a light color, where the surface is in good firm condition, SWP One Coat White can be used and two-coat protection secured. Covers 400 sq. ft. per gallon.

If you live in the south and mildew is a problem, the addition of 2 oz. of S-W Mildew Resistant Additive to the gallon of SWP provides an effective barrier.

For homes in industrial areas where smoke and fumes cause paint discoloration, use SWP Fume Resisting White. Covers 500–550 sq. ft. per gallon.

For wood areas above brick and masonry, use SWP Trim and Tinting White. Its non-chalking formula prevents discoloration of the adjoining surfaces. Covers 500–550 sq. ft. per gallon.

If your home is made of wood shakes, shingles or rough lumber, use SWP Exterior Velvet Flat in White or colors. Its velvet sheen adds extra beauty to these textured surfaces. Covers 200–500 sq. ft. per gallon.

SWP Gloss and Exterior Velvet Flat House Paint are available in a wide range of colors. These clean beautiful colors retain their beauty.

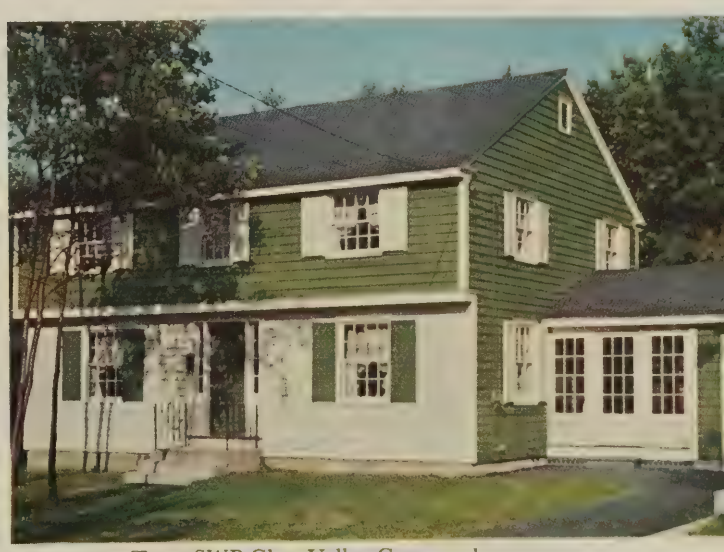
For previously painted wood — in poor condition:

If your home is blistering or peeling badly, moisture is the cause. No paint film can compensate for faulty construction or a condition that harbors moisture. Construction and ventilation must be investigated and corrected. Peeled areas should have the paint removed and be treated as new wood.

Body: SWP Gloss Trim and Tinting White and Royal Maroon
Trim: SWP Gloss Rock Green

Body: SWP Gloss Tyrone Yellow
Trim: SWP Gloss Ev'ntide and Trim and Tinting White

Body: SWP Gloss White
Trim: SWP Gloss Ardmore Green



Body and Trim: SWP Gloss Valley Green and Trim and Tinting White

If your house is built of masonry

STUCCO, BRICK OR ASBESTOS SIDING

USE THE PAINT THAT IS CUSTOM-MADE FOR MASONRY

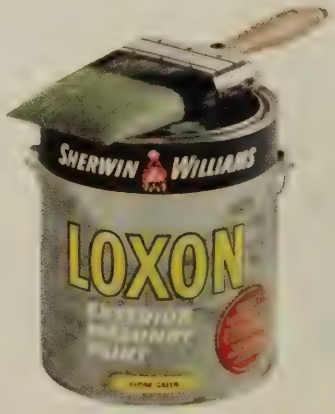
***SHERWIN-WILLIAMS* LOXON®**

Masonry surfaces are completely different from wood . . . in texture, porosity, chemical content and paint absorption. There is a difference, too, between new and old masonry. You are throwing your money away when you use a "good-for-any-surface" type of house paint on masonry. On the other hand, when you use Sherwin-Williams Loxon Exterior Masonry Paint according to simple directions, you are sure of getting longer lasting beauty on masonry than you ever thought possible. Loxon is researched, formulated, tested and made just for exterior masonry surfaces and *only* exterior masonry surfaces. Remember these facts and you will have a beautifully painted masonry home . . . and enjoy it for a long long time!

BODY: Loxon White • TRIM: SWP Gloss Rockaway Blue

Give your masonry house the extra benefits of LOXON

Ready to use . . . just stir and apply
Goes on easily . . . dries quickly
Resists flaking and peeling
Completely waterproof
No lime ingredient to burn hands or skin
Beautiful, long-lasting colors
No messy mixing of dry ingredients
Highly mildew resistant
Dampness will not discolor it



Body: Loxon Springtime Yellow • Trim: SWP Gloss Auburn Brown

Body: Loxon Mayfair Brown
Trim: SWP Gloss Trim and Tinting White

Body: Loxon Soft Pink and White
Trim: SWP Gloss Trim and Tinting White

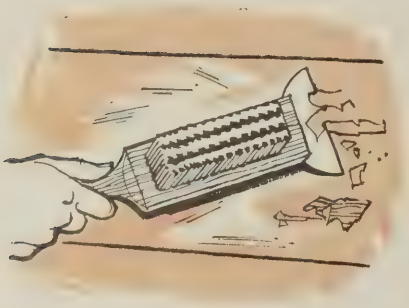
Body: Loxon White and
SWP Gloss Colony Yellow
Trim: SWP Gloss Trim and Tinting White
and Ardmore Green

Body: Loxon Grotto Gray • Trim: SWP Gloss Trim and Tinting White

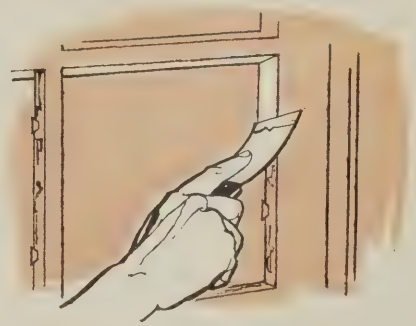
Preparing the surface

FOR PAINTING

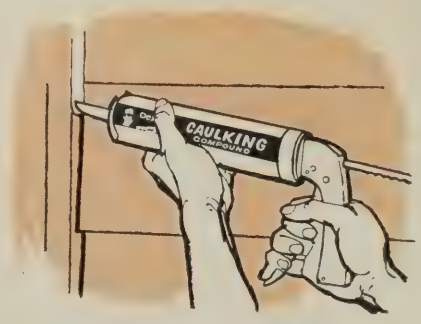
WOOD SURFACES



Remove loose paint with scraper or wire brush. Smooth off rough paint edges with sandpaper. Spot-prime bare spots with SWP Exterior Undercoater No. 450. Let dry 48 hours. Then apply over-all coat of SWP Exterior Undercoater No. 450.

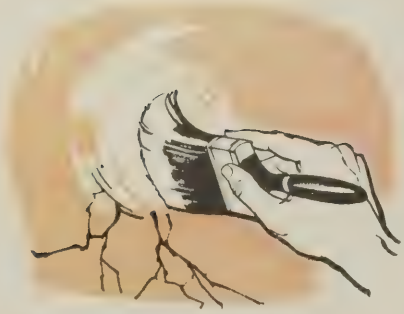


Putty window sash where required. First, remove loose, cracked putty and replace missing glazier points. Spot-prime bare wood with SWP Exterior Undercoater No. 450. Let dry 24 hours. Re-putty with Dexall Glazing Compound.

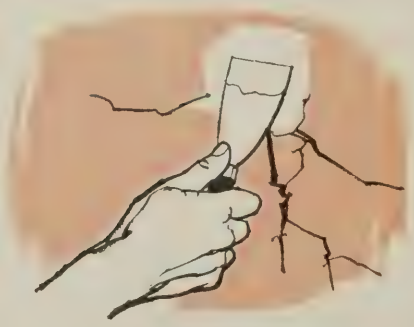


Caulk joints, cracks. Remove loose caulk. Then spot-prime with SWP Exterior Undercoater No. 450. When dry, recaulk with Dexall Caulking Compound, using pressure gun or knife. Force it thoroughly into all cracks and joints. This assures a long-lasting weatherproof seal.

MASONRY SURFACES



Small cracks. Brush Loxon Latex Concrete into the cracks, using circular motion, following label directions. Allow to dry 24 hours. Then apply two coats of Loxon Exterior Masonry Paint, allowing 24 hours' drying time between each coat.



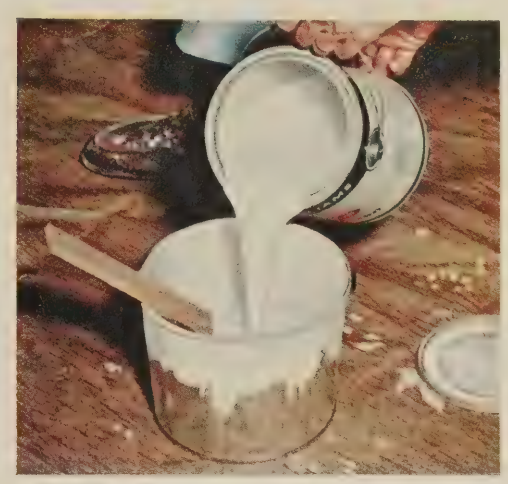
Wide cracks and holes. Thoroughly wash all loose material from cracks and holes and allow to dry. Fill cracks, holes or chipped areas with Loxon Latex Concrete, following label directions. Allow to dry 24 hours before applying Loxon Exterior Masonry Paint.

Peeling, scaling, chipping. This type surface must be sandblasted or power wire-brushed. Brush away surface dust. Apply one coat of Loxon® Masonry Conditioner, thinned per label directions. Allow to dry 48 hours before applying Loxon Exterior Masonry Paint.

Tips to get the best results

...EXTERIOR PAINTING

Remove shutters and screens. Paint one side at a time. Let dry 24 hours. Then do the other side. Protect shrubbery with an old sheet or inexpensive drop cloth.



Mix paint thoroughly by pouring top liquids into another container. Stir remainder from the bottom with an upward motion. Pour back top liquids and mix thoroughly. Stir occasionally during painting.

Always start at the top. Work across that area in even horizontal strips, painting the eaves as you go. When level with the roof line, start at the corner, and work across.

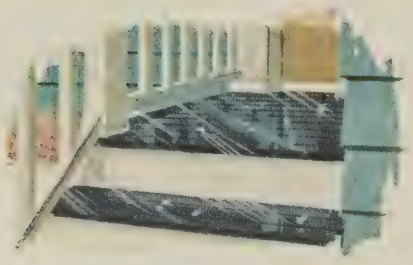
Paint windows with sash brush. Do narrow pane dividers first, followed by the wider crossrails and vertical stiles. Do the casing, sash and trim last. Move sash before paint is completely dry to prevent sticking.

Door painting starts with the panel moldings, then the panel. Next the crossrails, from side to side. Then the stiles, top to bottom, followed by upward strokes to eliminate sags. Paint porch floor and steps last.

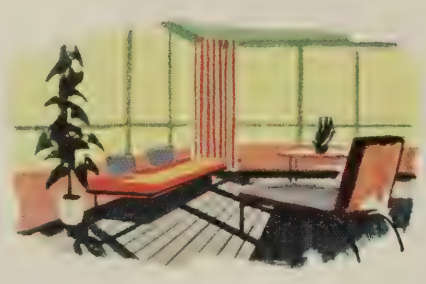
Good brushes can be used many times if properly cleaned and stored. Use Kem Paint Brush and Roller Cleaner on brushes used in oil paint. It works quickly. Clean brushes used in Loxon Masonry Paint with soap and water.

Colorful wood floors

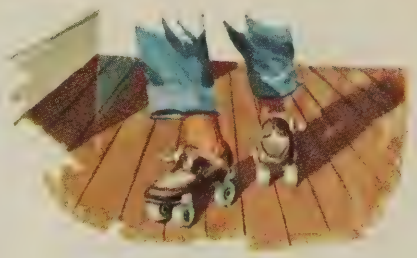
THAT DEFY WEAR AND WEATHER



Resists all types of weather



Retains the beauty of its colors

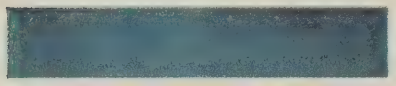


"Stands up" under hard wear

SHERWIN-WILLIAMS PORCH AND FLOOR ENAMEL

A brilliant, tough enamel that stays gleaming and beautiful through the months and years. Formulated for all types of wood floors—both inside and outside—where a beautiful long-lasting finish is desired. Porch and Floor Enamel is so easy to use—brushes or rolls on smoothly and dries overnight to a watertight finish.

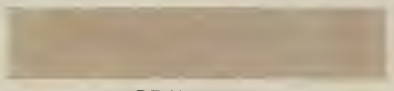
Pounding feet and grinding wear hold no terrors for S-W Porch and Floor Enamel. It is built to walk on, run on, jump on . . . it's the one floor enamel that really likes children. Fade-resistant too. Colors give true beauty to porch floors, entranceways, interior floors, hallways, stairs, and other areas.



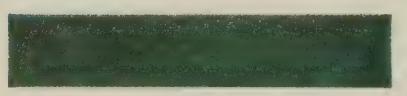
BLUE

DARK GRAY

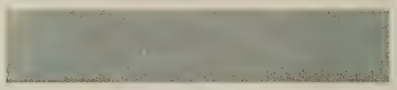
RED



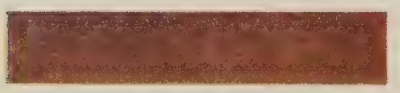
GRAYSTONE



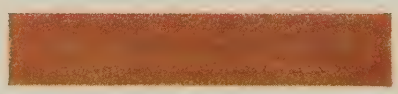
GREEN



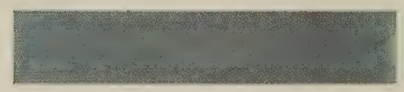
LIGHT GRAY



DARK OAK



OAK



MEDIUM GRAY

Sparkling High Gloss Enamel

FOR INTERIOR OR EXTERIOR

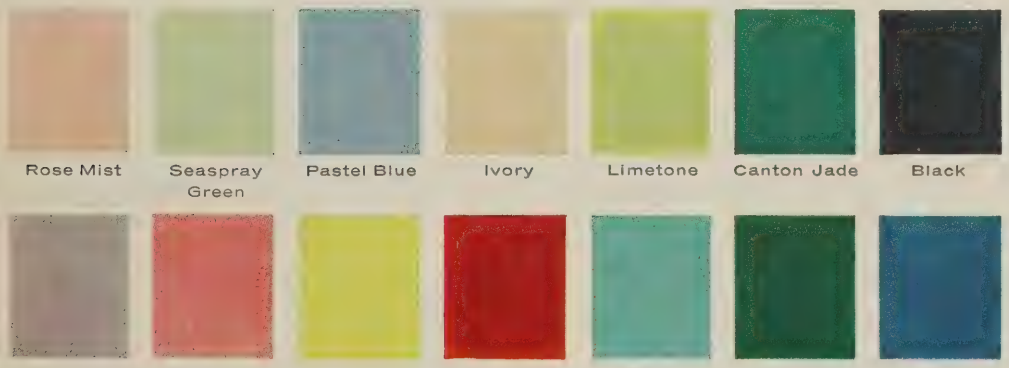
Brilliant colors

Easy to apply

Long life

Sherwin-Williams Enameloid® is the all-purpose enamel of a thousand uses: for furniture, woodwork, wall cupboards, radiators, pipes, toys, bicycles, garden tools . . . for anything new or old, that needs a high-gloss durable enamel finish. Heat and stain resistant, easy to keep clean, and amazingly durable. Flows on easily and quickly to gleaming beauty.

- DRIES QUICKLY
- FLOWS ON EASILY
- AMAZINGLY DURABLE
- WON'T SOFTEN
- LASTING BEAUTY



Also White and Flat Black

PRIMING OF EXTERIOR METAL SURFACES IS IMPORTANT

GALVANIZED METAL SURFACES

Conventional paints when applied over new galvanized iron or other zinc-coated surfaces will fail by peeling. S-W Galvite adheres tightly and provides a good "tooth" for the finish coats.

OTHER METAL SURFACES

S-W Metal Primer Red's tough, flexible film provides excellent under-coat protection for all metal surfaces, except those that are zinc coated. It has good adhesion to the surface and provides a good foundation for the finish coats.

Colorful Beauty

FOR NATURAL WOOD

SHERWIN-WILLIAMS

BEAUTY-LOK®

You can color-style wood paneling, cupboards, floors, woodwork and furniture with this unique, hard durable finish. It's easy. And how your guests will rave about your work! The natural grain of the wood itself plus color of your choice . . . that's the Beauty-Lok look! With it you can create new effects impossible to achieve with conventional stains and varnishes. In two different top coats . . . one a rich gloss, the other a subtle satin—and each one vivid, deep, beautiful!

WOODWORK

FURNITURE

CUPBOARDS

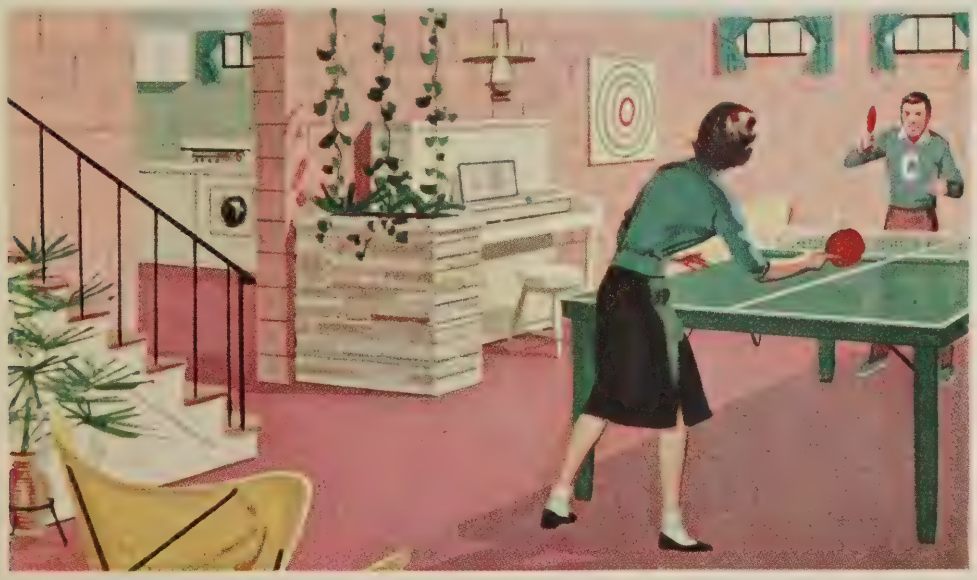
WOOD PANELING

JUST A FEW OF BEAUTY-LOK'S MANY LOVELY EFFECTS

THE PERFECT BASEMENT WALL PAINT THAT

Won't rub off... peel off... flake off!

Just one coat of Loxon® Basement Wall Paint, applied according to simple directions, can give your home a lot of extra room to live in. And your basement wall painting problems are ended for good. It is the first truly permanent paint that literally defies the causes of paint failures—dampness, alkali, water. Even repeated washings will not harm Loxon. Eight beautiful colors created especially for basement walls, plus a wonderful white.



CEMENT BLOCK

POURED CONCRETE

TILE

BRICK

STONE

STUCCO

Camellia Pink

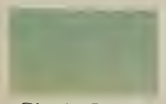
Seacrest Green

Satinwood

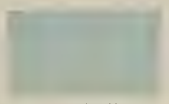
Shadow Gray

Light Caprice

Light Ivory



Ripple Green



Bluebell

White

HERE ARE LOXON'S BIG ADVANTAGES

- Ready to use
- One coat usually covers
- Dries fast
- No "Painty" odor
- Mildew resistant
- Won't rub off on clothing
- Guaranteed washable
- Non-toxic, non-flammable
- Alkali-proof
- Long-lasting

NEW LATEX ENAMEL *for concrete floors*

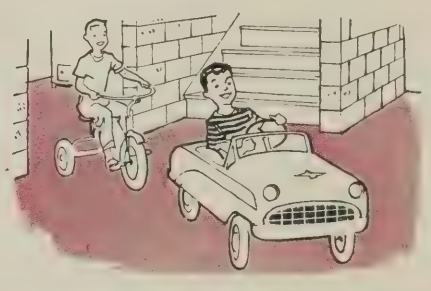
SHERWIN-WILLIAMS LOXON®

CONCRETE FLOOR ENAMEL

Loxon Concrete Floor Enamel is the new latex-base enamel especially formulated for basement floors, porches, patios and breezeways. Moisture, dampness and alkali . . . which attack and destroy ordinary concrete paints . . . cannot harm Loxon. You're always sure of long-lasting beauty on concrete floors when you apply Loxon . . . the wonderful new latex floor enamel. Wide choice of new colors.

EASY . . . Loxon is ready to use and flows on smoothly without the usual brush-drag. Cleanup after painting is simple with plain soap and water.

FAST . . . Loxon dries to touch in 20 minutes. Overnight, it's ready for heavy traffic. No long time-out for floor painting.



BEST . . . Loxon has been tried, tested and proved in its abilities to withstand the punishments of abrasion, moisture and alkali.

for patios . . .

for basement floors . . .

for porches and steps . . .

SUPERIOR VARNISH COMBINES BEAUTY AND RUGGED DURABILITY

Sherwin-Williams Mar-Not® is the clear, plastic varnish that shows off all the beauty of the wood. It provides long-lasting protection that is highly stain and wear resistant. Free-flowing, quick-drying. Available in gloss or satin finish for floors, woodwork and furniture.

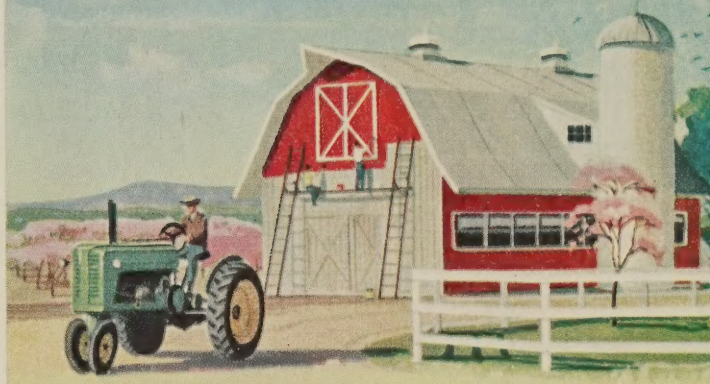
EXTERIOR VARNISH WITH BUILT-IN WEATHER RESISTANCE

Sherwin-Williams Rexpar® Varnish is durability-proved in rugged marine service . . . even in salt-water areas. It's a real "seal-against-the-weather", afloat or ashore. It is ideal for outdoor wood that must stand up against the punishing effects of sun, weather and water.

FURNITURE FINISHING FACTS ...you'll want this handy book!

Finishing (or refinishing) furniture, paneling or woodwork? This guidebook can save you hours . . . and it gives you the professional secrets of achieving a master-craftsman's skill! 32 pages cover staining, bleaching, varnishing, enameling, antiquing, etc. Step-by-step illustrations. Only 25¢ a copy at our store, or send 25¢ to The Sherwin-Williams Co., Consumer Service Dept., Cleveland 1, Ohio.

SPECIAL S-W PAINTS FOR MODERN FARMS



BARNS SPARKLE with color when you use S-W Commonwealth® Paint—high quality exterior finish for all types of farm buildings. One coat lasts for years! Your choice of red or green—attractive, practical and—above all—durable!

FARM EQUIPMENT stays in good condition under protective S-W Tractor and Implement Enamel. Easy to apply, covers in one coat, dries quickly, and gives long-lasting protection to both wood and metal. Colors closely match those originally used by leading implement manufacturers.

REFLECTIVE BRILLIANCE that insulates and protects... S-W Aluminum Spar Enamel No. 29. Excellent hiding power, long-lasting protection from weather. For metal buildings, metal roofs, tanks, pipes, and hundreds of other applications. Brushes or rolls on quickly and easily over concrete or brick surfaces . . . inside or out. Economical too.

DOUBLE PROTECTION FOR ROOFS. Black asphalt fills in cracks and crevices with a waterproof, durable elastic body that will not crack. Top finish of aluminum reflects heat and seals the asphalt base. Both come mixed in the can and go on with a single application. When applied, however, the aluminum floats to the surface — for a "two-ply" combination of protection and beauty

SPRAY ON COLOR THE FAST AND EASY WAY

SHERWIN-WILLIAMS SPRAY ENAMEL

The fast and easy way to spray wood and metal objects with Sherwin-Williams highest quality enamel is with this convenient spray can. At the touch of a button, it delivers a uniform spray of high-gloss durable enamel. 14 sparkling, bright colors.

CLEANS BRUSHES, ROLLERS, HANDS

Kem® Brush and Roller Cleaner makes it extremely easy to clean brushes and other tools used in varnish or oil-base paints. Just saturate them in a small amount of cleaner and rinse under a stream of cool water. Shake, wrap and put away.

CLEAR BEAUTY FOR PRINTED LINOLEUM

Lin-X® Gloss Varnish is especially formulated to keep printed linoleum bright and looking like new. It is easy to apply. And, it is so easy to keep clean. Also recommended for wood floors, paneling, furniture and woodwork.

PERMANENTLY REPAIR MASONRY CRACKS

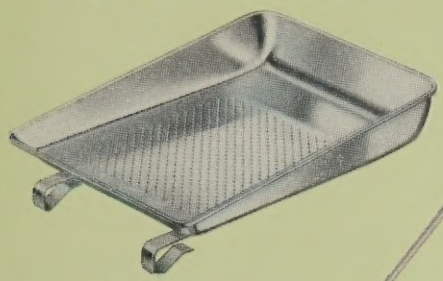
Loxon® Latex Concrete enables you to repair cracks or breaks in all types of interior or exterior masonry—stucco, driveways, sidewalks, steps, floors, walls, swimming pools, etc. Self-curing—no roughing or etching of surface required. Amazing strength and durability.

WASH OFF OLD FINISH WITH WATER

Wash Away makes the removing of paint, enamel or varnish quick and easy. Just brush on a coat of Wash Away—wait ten minutes and then wash off the old finish with water. Won't harm the surface. Non-flammable. Safe.

Here are the tools... TO DO THE JOB RIGHT

With Sherwin-Williams quality in both paints and *painting tools*, you have the secret of really professional *results!* Don't waste money by handicapping yourself with inferior brushes or other equipment . . . the best costs little at our store!



Sturdy, Deep-Well Painting Tray . . . traction bottom assures non-skid loading for smooth, even paint distribution . . . built-in ladder clamps.

Long-Fellow Paint Roller . . . . for stand-up painting of floor, decks, garage roofs . . . . and out-of-the-way places.

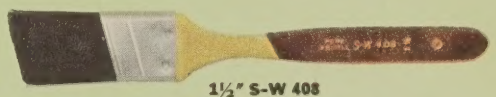
For Free-Wheeling Application . . . . choice of precision-built paint rollers . . . . quality fabrics to suit all types of paint.

SHERWIN-WILLIAMS BRUSHES SAVE PAINTING TIME!

They're scientifically designed to flow the paint on with less drag . . . and without annoying shedding of bristles. To save still more time, have an assortment—so you can always use the right brush for the job at hand!

1" S-W 227

For small shapes and special types of decorating—1" touch-up brush.

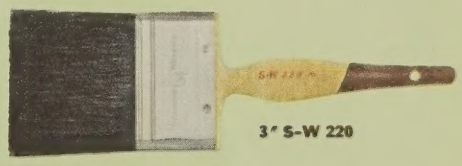


1½" S-W 408

For faster, easier narrow-edge and corner painting—try the angular cut 1", 1½" or 2" brush. Especially recommended for window sash.

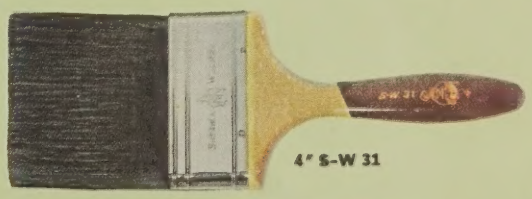
2¼" Kem Trim

For woodwork, paneling, trim—2¼" size is the most popular.



3" S-W 220

For varnishing, painting, shellacking floors—3" panel brush.



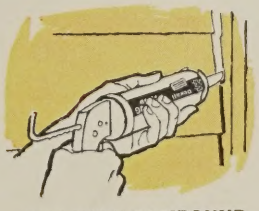
4" S-W 31

For large, flat areas—walls, ceilings, exterior siding, for masonry surfaces, too—Comes in 3" to 6" size.

DEXALL*

HANDY MAN'S HOUSEHOLD PRODUCTS

PATCHING PASTE
Repair wall cracks permanently



CAULKING COMPOUND
Seals out weather. Stays elastic

BRUSH CLEANER
Cleans hard brushes fast. Non-flammable

GLAZING COMPOUND
Window glazing that stays put

WOOD BLEACH
Modernize old style wood. Easy to use

WOOD PATCH
Wonderful "wood fixer". 6 popular colors

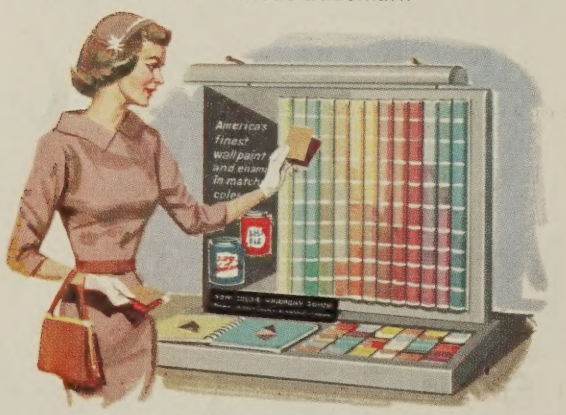
*Trademark

We're at your service...

Feel free to come in for help and advice, whether you plan to paint a chair, a room, or your entire house. We always make sure you obtain the *right* paint for the painting and decorating you plan to do.

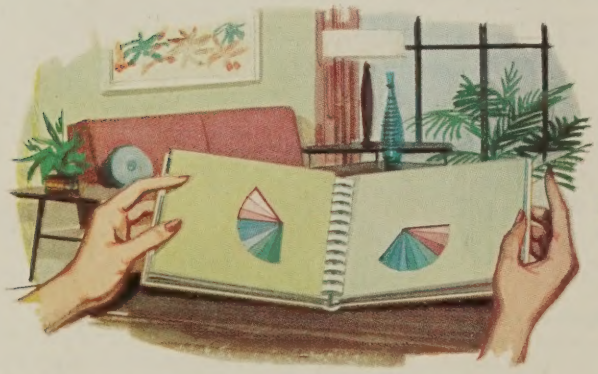
We're proud to be identified with this world famous trademark

Our stocks of Sherwin-Williams paints are always new and complete

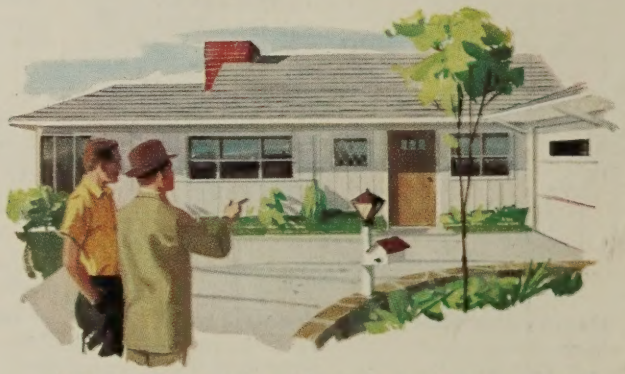


Complete selection of free color samples always available

We'll be glad to recommend reliable painting contractors



Borrow our famous COLOR HARMONY GUIDE for interior color-styling



Let us help you color-style the exterior of your home

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